

ABSTRACT

Advertisers are permitted to put targeted ads on, or to serve ads in association with, various content such as search results pages, Web pages, e-mail, etc., without

5 requiring the advertiser to enter and/or maintain certain targeting information, such as keyword targeting. This may be accomplished by using a searchable data structure, such as an inverted index for example, of available advertiser Web information. The advertiser Web information may include terms and/or phrase extracted from the advertiser's Website. In particular, a search query may be used to search for matching

10 advertisers, and therefore matching ads. For example, the search query can be used to search an inverted index including words and/or phrases extracted from advertiser Websites. The advertiser Web page, or some other identifier, can be used as a key to search for an associated ad.